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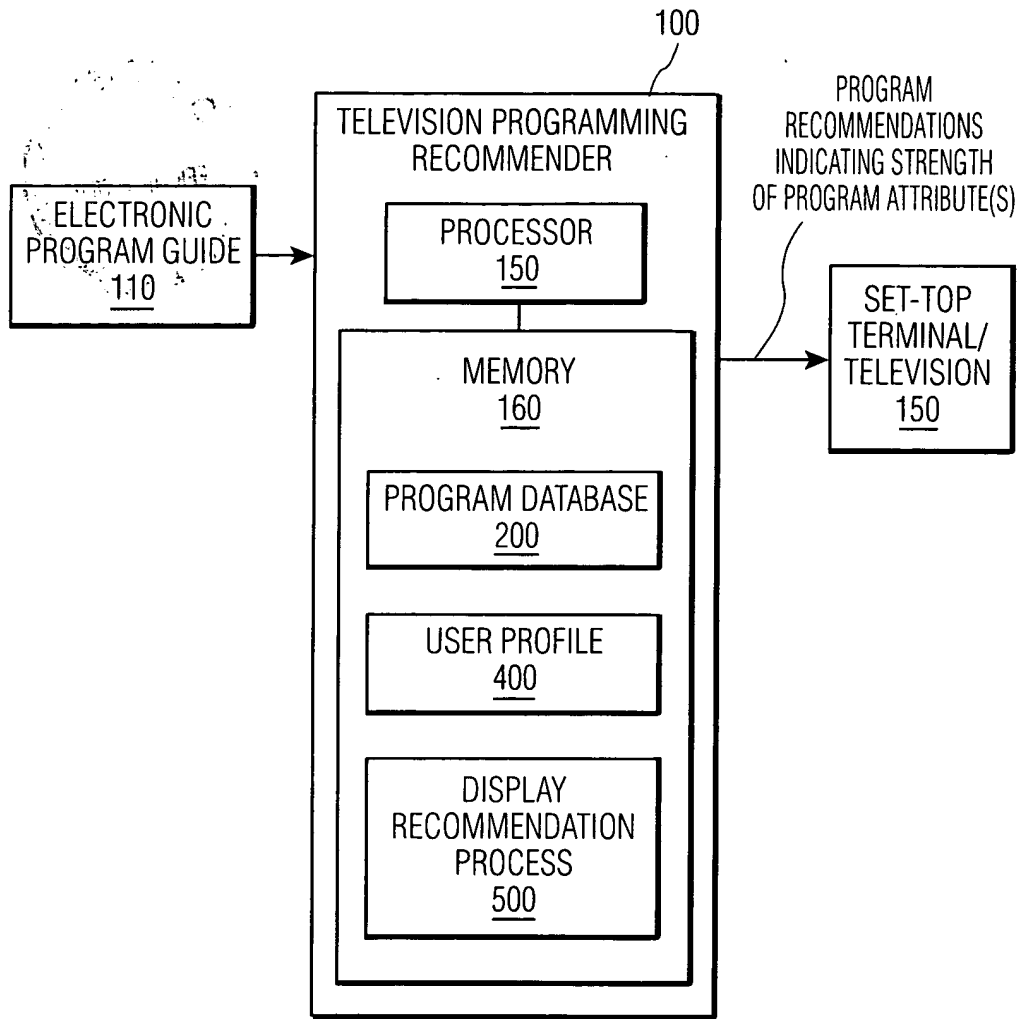


FIG. 1

PROGRAM DATABASE
200

	DATE/TIME <u>240</u>	CHANNEL <u>245</u>	TITLE <u>250</u>	GENRE <u>255</u>	...	RECOMMENDER SCORE <u>270</u>
205	11/18/99 -- 8:00 P.M.	CH1	LUCY	COMEDY		55
210	11/18/99 -- 8:30 P.M.	CH1	AL'S FAMILY	SITCOM		78
	...					
220	11/18/99 -- 9:00 P.M.	CH3	YOUR HOUSE	DRAMA		96

FIG. 2

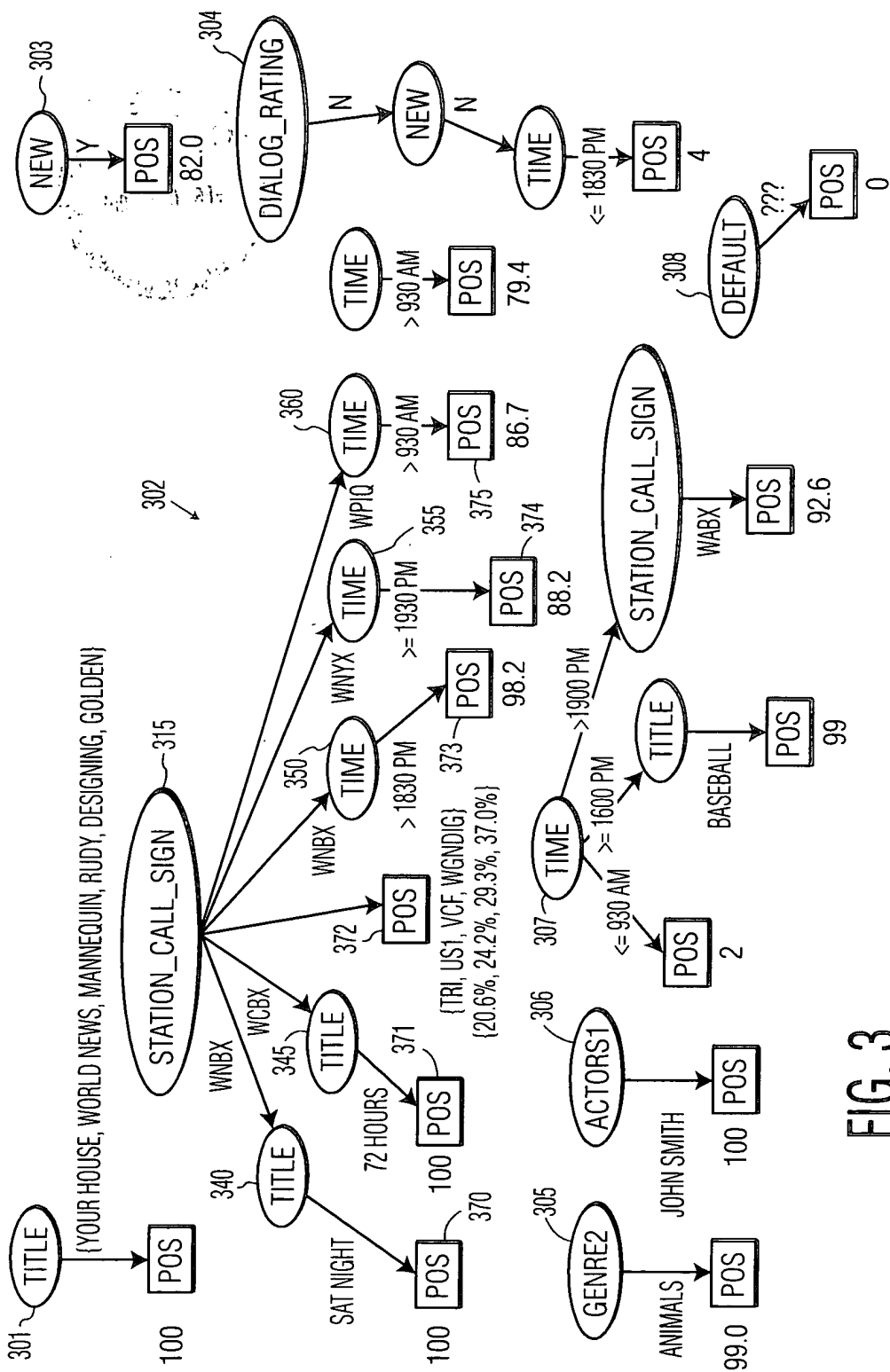


FIG. 3

USER PROFILE
400

	RULE <u>450</u>	SCORE <u>455</u>
405	TITLE = { YOUR HOUSE, WORLD NEWS, MANNEQUIN, RUDY, DESIGNING, GOLDEN }	100.0%
406	STATION_CALL_SIGN = WNBX & TITLE = SAT NIGHT	100.0%
407	STATION_CALL_SIGN = WCBX & TITLE = 48 HOURS	100.0%
408	STATION_CALL_SIGN = WNBX & TIME > 6:30 PM	98.2%
409	STATION_CALL_SIGN = WABX & TIME > 7:00 PM	92.6%
410	STATION_CALL_SIGN = WNYX & TIME >= 7:30 PM	88.2%
411	STATION_CALL_SIGN = WPIQ & TIME > 9:30 AM	86.7%
412	STATION_CALL_SIGN = HBC & TIME > 9:30 AM	79.4%
413	ACTORS1 = JOHN SMITH	100.0%
414	GENRE2 = ANIMALS	99.0%
415	TIME >= 4:00 PM & TITLE = BASEBALL	99.0%
416	STATION_CALL_SIGN = TRI	20.6%
417	STATION_CALL_SIGN = US1	24.2%
418	STATION_CALL_SIGN = VCF	29.3%
419	STATION_CALL_SIGN = WGNDIG	37.0%
420	TIME <= 9:30 AM	2.0%
421	NEW = Y	82.0%
422	DIALOG_RATING = N & NEW = N & TIME <= 6:30 PM	79.4%
423	DEFAULT = ???	0%

FIG. 4

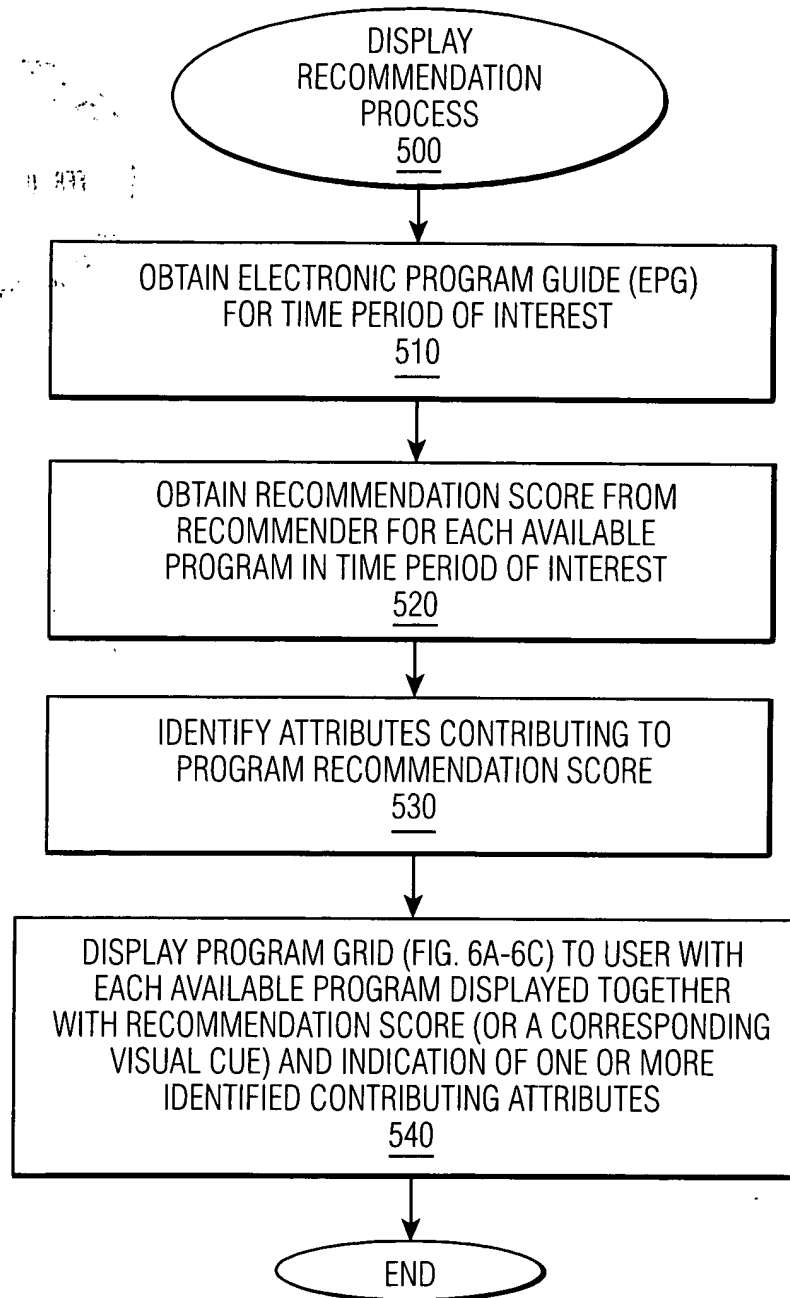


FIG. 5

ELECTRONIC PROGRAM GUIDE - 600
(WITH SCORE AND INDICATION OF CONTRIBUTING ATTRIBUTE(S))

EPG FOR THURSDAY, NOV. 18, 1999 FROM 8 P.M. UNTIL 11 P.M.					
	8:00	8:30	9:00	9:30	10:00 10:30
CH 1	LUCY <SCORE=55> SIGNIFICANT ATTRIBUTE: GENRE=COMEDY	AL'S FAMILY <SCORE=78> SIGNIFICANT ATTRIBUTE: GENRE=SITCOM	STAR VOYAGER <SCORE=23> SIGNIFICANT ATTRIBUTE: STATION=CH1	CH 1 NEWS <SCORE=62> SIGNIFICANT ATTRIBUTE: TIME > 10:00 P.M.	
CH 2	BASEBALL TODAY <SCORE=99> SIGNIFICANT ATTRIBUTE: TIME>4:00 P.M. & TITLE=BASEBALL	INSIDE SPORTS <SCORE=14> SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.	HOCKEY <SCORE=10> SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.		
CH 3	TONIGHT <SCORE=52> SIGNIFICANT ATTRIBUTE: GENRE=TALK SHOW.	FAMILY TIME <SCORE=30> SIGNIFICANT ATTRIBUTE: GENRE=DRAMA	EVENING NEWS <SCORE=69> SIGNIFICANT ATTRIBUTE: ACTOR=TOM JENNINGS	HOSPITAL DARAMA <SCORE=88> SIGNIFICANT ATTRIBUTE: GENRE=DRAMA	
• • •					
CH 99	WORLD NEWS <SCORE=100> SIGNIFICANT ATTRIBUTE: TITLE	LOCAL NEWS <SCORE=60> SIGNIFICANT ATTRIBUTE: GENRE=NEWS	NEWSSTAND <SCORE=65> SIGNIFICANT ATTRIBUTE: STATION=CH99 & TIME>8:00 P.M.		

FIG. 6A

ELECTRONIC PROGRAM GUIDE - 600
(COLOR CODED)

7/8

EPG FOR THURSDAY, NOV. 18, 1999 FROM 8 P.M. UNTIL 11 P.M.				
	8:00	8:30	9:00	9:30
CH 1	LUCY <YELLOW> SIGNIFICANT ATTRIBUTE: GENRE=COMEDY	AL'S FAMILY <GREEN> SIGNIFICANT ATTRIBUTE: GENRE=SITCOM	STAR VOYAGER <RED> SIGNIFICANT ATTRIBUTE: STATION=CH1	CH 1 NEWS <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: TIME > 10:00 P.M.
CH 2	BASEBALL TODAY <RED> SIGNIFICANT ATTRIBUTE: TIME>4:00 P.M. & TITLE=BASEBALL	INSIDE SPORTS <DARK RED> SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.	HOCKEY <DARK RED> SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.	
CH 3	TONIGHT <YELLOW> SIGNIFICANT ATTRIBUTE: GENRE=TALK SHOW.	FAMILY TIME <RED> SIGNIFICANT ATTRIBUTE: GENRE=DRAMA	EVENING NEWS <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: ACTOR=TOM JENNINGS	HOSPITAL DARAMA <DARK GREEN> SIGNIFICANT ATTRIBUTE: GENRE=DRAMA
...				
CH 99	WORLD NEWS <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: TITLE	LOCAL NEWS <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: GENRE=NEWS	NEWSSTAND <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: STATION=CH99 & TIME>8:00 P.M.	

FIG. 6B

ELECTRONIC PROGRAM GUIDE - 600
(SIZE OF TEXT)

EPG FOR THURSDAY, NOV. 18, 1999 FROM 8 P.M. UNTIL 11 P.M.				
	8:00	8:30	9:00	9:30
CH 1	LUCY -- ⇒ <YELLOW> SIGNIFICANT ATTRIBUTE: GENRE=COMEDY	AL'S FAMILY -- ↑ <GREEN> SIGNIFICANT ATTRIBUTE: GENRE=SITCOM		STAR VOYAGER -- ↓ <RED> SIGNIFICANT ATTRIBUTE: STATION=CH1
CH 2	BASEBALL TODAY -- ↓ <RED> SIGNIFICANT ATTRIBUTE: TIME>4:00 P.M. & TITLE=BASEBALL	INSIDE SPORTS -- ↓ <DARK RED> SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.		HOCKEY -- ↓ <DARK RED> SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.
CH 3	TONIGHT -- ⇒ <YELLOW> SIGNIFICANT ATTRIBUTE: GENRE=TALK SHOW	FAMILY TIME -- ↓ <RED> SIGNIFICANT ATTRIBUTE: GENRE=DRAMA	YOUR HOUSE -- ↑ <DARK GREEN> SIGNIFICANT ATTRIBUTE: TITLE	EVENING NEWS -- ↑ <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: ACTOR=TOM JENNINGS
...				
CH 99	WORLD NEWS -- ↑ <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: TITLE	LOCAL NEWS -- ↑ <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: GENRE=NEWS		NEWSSTAND -- ↑ <LIGHT GREEN> SIGNIFICANT ATTRIBUTE: STATION=CH99 & TIME>8:00 P.M.

FIG. 6C